

THE ARIZONA REPUBLICAN

Published Every Day in the Year by
THE ARIZONA PUBLISHING COMPANY.B. W. HIGLEY
President.Sims Ely
Secretary-Treasurer and General
Manager.Exclusive Morning Associated Press
Dispatches.Publication office: Corner Second
and Adams Sts.Entered at the Postoffice at Phoenix,
Arizona, as mail matter of the second
class.Address all communications to The
Republican, Phoenix, Arizona.

TELEPHONES.

Consolidated.....Main 47
Overland, Business Office.....433
Overland, City Editor.....433

SUBSCRIPTION RATES.

By mail, daily, one year.....\$9.00
By carrier, daily, per month......75
Sundays only, one year.....2.50

PHOENIX, ARIZONA, DEC. 25, 1910.

Christmas.

That everybody may have a thor-
oughly happy Christmas, is the ear-
nest wish of The Republican.

The cold-blooded statistics fiends
tell us that Christmas costs a vast
sum. For example, the chief of the
bureau of statistics of the depart-
ment of agriculture figures that this
Christmas will cost the American
people about 90 million dollars in
cash—say one dollar for each inhabit-
ant of the United States—and per-
haps 5 million dollars in debts. Amer-
icans are undoubtedly an extravagant
people, and possibly they spend more
than they can afford on Christmas
things; but it is safe to say that no
other line of expenditure gives them
so much pleasure, for the greatest
pleasure one can have is in making
others happy.

President Taft has the right idea
as to Christmas gifts. He believes
they ought to be simple and inexpen-
sive in character, and in his own
purchases he puts his belief into
practice.

What One Woman Has Done for
Clean Streets.

Opponents of woman suffrage are
fond of telling us that women are not
able to deal properly with the "prac-
tical affairs" of public life, and that
men only are fit for the job of look-
ing after the public's needs. If this
be true there is at least one woman
in the United States who is an ex-
ception. This woman is the Rev.
Caroline Bartlett Crane of Kalamazoo,
Michigan. Mrs. Crane is so rapidly
gaining a national reputation for
ability in dealing with the problem
of dirty streets that her services are
in wide demand—and she appears to
bring to her aid nothing but a good
fund of common sense. Hampton's
Magazine for January tells about her
work.

The Magazine says it is her theory,
put effectively into practice, that a
large part of city government is
merely housekeeping on a big scale,
very badly done, because men do not
know how to keep house.

"We have waited a long time," says
Mrs. Crane, "hoping that the men
would learn, but now we are tired of
waiting. Women are tired of being
told to open their mouths and shut
their eyes and everything will be
done for them. If the home is women's
sphere surely the filthy streets
through which they must walk in or-
der to reach their homes are a part
of that sphere also."

She told the recent conservation
congress in St. Paul of the simple,
plain, but time tested, housekeeping
methods that under her direction have
been applied in a number of cities,
and of the excellent results which
had followed. So practical were all
these sanitary suggestions that im-
mediately after her speech the state
board of health of Minnesota voted
an appropriation to engage five weeks
of her time. The board asked her to
visit the twelve largest towns of the
state, view them with the eye of a
housekeeper and report. Now those
cities are getting the housecleaning
of their lives.

Some time ago the ideal of public
service grew so strong in her heart
that Mrs. Crane resigned her pas-
torate and devoted her entire time to
civil work. She organized the Wom-
en's Civic Improvement league and
started out to clean up Kalamazoo,
which sadly needed cleaning at that
time. Mrs. Crane offered to take
charge of the street cleaning depart-
ment. After much persuasion, the
city council gave her charge of six
blocks on Main street for three
months. Mrs. Crane instituted the
plan of "white wings" hand workers
and soon had her section of the town
entirely clean. Moreover, she was
saving money on the job. For a cer-
tain allotted space of street Kalamazoo
had been expending \$8.25. Mrs.
Crane cleaned the same space for \$5
and handed the extra \$3.25 back to
the department. Before her three
months had elapsed the city had
adopted her plan.

This was only the beginning. Mrs.
Crane and her civic improvement
league next went after Kalamazoo's
food supply. They visited the slaugh-
ter houses, the dairies, and the mar-

kets, and the reports they turned in
to the clubs, the churches and the
newspapers were so startling that the
town almost lost its appetite. The
result of the league's exposures was
a law providing for municipal inspec-
tion of meat, milk and all market
products. All the public institutions
in the vicinity of Kalamazoo were
next brought under the inspection of
the league. The almshouse was found
to be in a shocking condition of neg-
lect. The women cleaned it up. Other
institutions were examined and found
lacking. The women supplied their
wants, or, rather, they made the
proper authorities supply them.

Having made Kalamazoo into the
"Spotless Town" of the northwest,
Mrs. Crane continued, by means of
writing and lecturing, to preach the
gospel of civic cleanliness and order.
Soon distant cities began to send for
this public housekeeper to tell them
their own shortcomings.

The most valuable part of Mrs.
Crane's work is that it has proved in
almost every case permanent. Her
visit and inspection is followed by or-
ganization of effort to bring about
the changes suggested by her. After
her visit to Kentucky the legislature
passed state health laws that were
a generation in advance of those Mrs.
Crane criticized. A few months after
her inspection of Nashville they had
cleaned the public market and laid
new sidewalks throughout the town.
Calumet, Ill., was changed in a year
from a mining camp into a modern
town with parks, good streets and an
organized system of public relief.

The Bone Dropped for Shadows.

A correspondent of our neighbor,
the Arizona Democrat, makes a strong
point of Arizona's need of representa-
tion in the United States senate.

It would be difficult to lay too
much emphasis on this need.

Let us consider for a moment the
one matter of the federal reclama-
tion law. Everybody in the west now
knows that congress made a mistake
in fixing ten years as the period in
which repayments should be made
to the government for reclamation
works. It should be twenty years.
Water users in Arizona can bear the
burden of ten-year payment as well
as any other people of the west, but
it would be an immense advantage to
them if the annual payments could
be extended over a period of twenty
years instead of ten.

There will be an organized effort
by the west before long to secure an
amendment of the law in this respect.
The outlook for success is not en-
couraging, however, because of the
numerical weakness of the western
states in the two houses of congress.
Two able men in the senate from
Arizona would add tremendously to
the strength of the west. This is
one of the reasons why there is such
a strong inclination on the part of
the east to keep Arizona out of the
Union.

It is too bad that the shortsighted
advocates of "progressive ideas" could
not understand the situation better,
and could not consent to wait until
we were safely a state before insist-
ing upon all the reforms they thought
necessary. They have deliberately
thrown away statehood, and can get
nothing in return.

Two senators from the state of
Arizona immediately would outweigh
all the initiatives and referendums
and recalls that we won't get.

And AFTER we had statehood and
the senators, THEN we could have
gone ahead and adopted such "pro-
gressive" ideas as we saw fit.

But Arizona has chosen to drop
the bone for the shadow, just as our
famous cartoon of some months ago
foretold.

Preserving the Peace.

Japan has appropriated forty-one
million dollars to be used on her
navy during the next year. In mak-
ing the announcement, the govern-
ment couples it with the assurance
that Japan's friendly attitude toward
all powers is unchanged, and that
she is merely keeping pace with other
nations in strengthening her navy.

Japan already controls the Pacific
ocean, because of the American pol-
icy of retaining the battleship fleet
on the Atlantic, and every additional
battleship added to the Japanese navy
simply increases Japanese power in
the Pacific.

The United States ought to have
a powerful fleet on the Pacific coast,
and ought to strengthen the Pacific
coast defenses, so that the principal
cities of the coast would not con-
stantly invite attack. President Taft
has done well to ridicule the war
scare caused by the suppression of
Secretary Dickinson's report, for the
plain duty of congress to provide ade-
quate coast defenses is not in any-
wise connected with a probability of
war. And the president is also right
in urging congress to provide coast
defenses and continue the policy of
building a great navy. Until the oth-

STATE OF OHIO CITY OF TOLEDO, Lucas County.

FRANK J. CHENEY makes oath that he is senior
partner of the firm of F. J. CHENEY & CO., doing
business in the City of Toledo, County and State
aforesaid, and that said firm will pay the sum of
ONE HUNDRED DOLLARS for each and every
case of CATARRH that cannot be cured by the use of
HALL'S CATARRH CURE.

FRANK J. CHENEY.
Sworn to before me and subscribed in my presence,
this 22d day of December, A. D. 1910.

A. W. GLEASON,
Notary Public.
Hall's Catarrh Cure is taken internally and acts
directly upon the blood and mucous surfaces of the
system. Send for testimonials, free.

F. J. CHENEY & CO., Toledo, O.
Sold by all Druggists. See
Take Hall's Family Pills for constipation.

er powers come to their senses and
agree to a universal limitation of
armament, the United States cannot
afford to lag behind. The navy at
present does not need more battle-
ships, so much as troopships and col-
liers and other supply ships that are
absolutely required by battleships in
time of war. Equally needed is a
"fleet" of aeroplanes.

The United States having been first
to demonstrate the utility of the aero-
plane has stopped there, and permit-
ted the other powers to take a great
lead in providing aircraft as auxiliary
features of their navies. Japan, for
example, has just ordered twelve ad-
ditional aeroplanes of the Wright
type for her navy. The recent dem-
onstrations by Drexel and others that
it is easily possible to sail an aero-
plane to a height of two miles prove
that these machines can stay out of
range of rifle fire from ships until
ready to swoop down upon their
chosen targets. And the experiments
made in this country within the past
few months prove that a practised
aviator can hurl bombs from a height
of several hundred yards and make
a high percentage of "hits" on an
area the size of a battleship. The
aeroplane will be supremely valuable
in attacking hostile ships that may
anchor in our waters—no other mod-
ern invention—not even excepting the
submarine torpedo boat—is so likely
to make a hostile fleet stay away
from our shores.

The secretary of the navy has
strongly urged congress to appropri-
ate money for aeroplanes.

Postal Service on Sunday.

The postmaster of Kansas City,
Missouri, announces that after the
first of the year he will give out no
mail on Sundays and holidays except
such letters as bear a special deliv-
ery stamp.

It will be interesting to note how
the people of Kansas City accept the
new rule. Postmasters of other cities
will be inclined to follow the Kansas
City postmaster, if they find there is
not too much protest on the part of
the public.

The popular belief is that postof-
fices are required by law to be kept
open for an hour on Sundays and
holidays, but they are not. The serv-
ice on such days is a favor from the
postmaster.

LITTLE JAMES

The Christmas of Today and Those
that Used to be.)

Christmas is Here. Peace on Earth
and Good will to all Insurgents, th
Stanpaters, th Soshlists, th Democ-
rats, th Armyists, an' th Repub-
licans, an' th Presbyterians an' th
Prohibitionists, an' Everybody. Les
fergit all about th Constytushun
which has been th Coz of so much
Bitter feelln fer th last few Weex
an' which has sot Bruther aginst
Bruther, wives aginst Husbans an'
has disrupted Whole Families ever
sence th Convension met an' opened
Pandory's Box an' let th Constytushun
shun out. In th Languidge of th
Profit. "Wat's th Constytushun be-
tween Frens any way?" Les fergit
at they is a Constytushun till after
th Glad Crismus seeson is over
when we can Resoon Hale pullin'
with Greater Viggor an' more Eclay.
They ant no use a quarlin' about
it now, no how. Mister Taft aint
again to Approve it till after th Holly-
daze is over an' if he don't then
they'll still be other Crismusmes af-
ter that. Th Constytushun'll keep.
We got another 'at's more'n Twon-
ty Years old an' them 'at's Seen it
sez it's in just as good a Stait of Pres-
ervashun as it was when it was first



Advertising Talks

To The Readers Of The Republican

By JOHN IRVING ROMER, Editor of "Printer's Ink."

A certain man I knew felt that the time had
come when he would be justified in retiring from
business.

He had saved up a good deal of money and he
thought that he ought to be able to set his busi-
ness—figuring on the basis of net profits over a
period of twenty years—for something like \$250,-
000.

But the moment he talked with a possible pur-
chaser he found himself up against a serious diffi-
culty. The possible purchaser said:

"Yes, I see you have a profitable and growing
business. But HOW CAN I KNOW that the mo-
ment you sell this business and withdraw your
personality from it all your customers will not
go over to some rival house?"

The question was a poser. The owner of the
business could not give any guarantee as to its
PERMANENCY. So he couldn't sell it for any-
where near what he considered it worth. He had
been pouring value into it for twenty years but
it WASN'T THE KIND OF VALUE THAT

COULD BE SOLD IN THE OPEN MARKET.

Now supposing that man had devoted ten per-
cent of his profits each year to ADVERTISING.

Supposing he had built up a trade mark like
"Regal" applied to shoes, or "Royal" applied to
baking powder?

Then he would have had something that could
be sold readily.

The proprietor of Royal Baking Powder started
from a small drug-store in Fort Wayne, Indiana.
From the beginning he was a great believer in
advertising in DAILY NEWSPAPERS. From the
beginning he made it a rule each year to put back
into NEWSPAPER SPACE a fair proportion of his
profits.

That man's name was J. C. Hoagland. When
he wanted to sell his business, there was no diffi-
culty in finding people who were glad to pay him
millions of dollars—just for GOOD WILL.

Today the business that started so modestly
from a corner drug-store is capitalized at TWEN-
TY MILLION DOLLARS and it is paying twelve
per cent on its common stock. If you should want
to buy a few shares you would have to pay a sub-
stantial premium for them because of the actual
value built up by CONSISTENT and PERSISTENT
advertising.

Some men are satisfied to get A LIVING out
of their business.

Others ADVERTISE and not merely make a liv-
ing but create a trade mark or good-will value
which can be sold on the open market for a
fortune.

It Will Be Our Pleasure

To
satisfy you that a more practical way of
making gifts cannot be found than to open
a small account that will help

To Start Your Boy or Girl Right

on
the way of practical saving. Once they are
started in the saving habit it will stick
with them through life.

Valley Bank of Phoenix

The Bank of Service

Overland Phones
660 and 550.
Consolidated
Phone Main 113FREE
MOTORCYCLE
DELIVERY

A

Merry Christmas

And a Happy to You
One and All

A. L. BOEHMER

OPEN
UNTIL
MIDNIGHTBUSY DRUG STORE.
N. E. COR. CENTRAL AVE. AND
WASHINGTON STREET.MAIL
ORDERS
PROMPTLY
ATTENDED

Borned. A Constytushun'll last fer
years if its laid away Carlie an' aint
put to no Use. It'll Withstand th
Ravidges of Time indefint. So don't
le's Worry no more about th Con-
stytushun till we aint got nothin'
else to Worry about.

But Speekin' about Crismus agin'
they was a ole feller 'at tole me at
Crismusmes aint what they Ust to be.
He sez he Remembers th time when
his chief troubles was 'at his
stockin's was so short an' the Yeers
wuz so Long 'at they wasnt no Pro-
porshun between 'em. Th Stock-
in's didn't Hold enuff an' the Yeers
hold so many things 'at it didn't
seem as if they was never agoin' to
drag by.

Now it's jist th other way this
ole feller sez. He sez: "My sox
has got too big an' th Yeers has
got so Little 'at you cant get enuff
into 'em. The Crismusmes sweeps
along wun after another like the
Fillum Acrost th Skreen of a Movin'
Pictur Show."

"The Hooman Stummuck has de-
tergerated some too. In th flour of
my youth it was made of some In-
destructible Material which nuthin
could make a Dent into but the
Stummuck of today is a different
Kind. If you put a lb. or 2 of
Candy into it along with some
Turkey an' Cake or Mince pie an'
a few other things you got to take
Pepsin for a week as a Auntydote fer
th Pizen.

"An' yet some Optymists tells us
'at th World is gittin' to be a Plea-
enter Place to Live in an' at th
Averidge of life is longer an' they
prove it by Jugglin' with Figgers.
But as fer me give me th Stummuck
of my Boyhood Daze an' th Cris-
musmes I ust to Know. I'd rather
have fun While I'm at it 'n to Live
so darned Long. Who wants to live
for 400 yeers like th Elefant an'
not know nothin' about the joys of
Crismus."

LITTLE JAMES.

WHEN MARY ANN IS SINGIN AFT

When Mary Ann is singin aft.
The sittin' room is brigit with
cheer,
For anyone who knows the craft
May guess that Mary likes it here—
The theme may be a little sere—
And somewhat over photographed,
But the song is always good to her
When Mary Ann is singin aft.

Shall silver moon shine on and on?
So be it, beautiful and clear,
While drowsy drafts convey anon
The state of things to Mother's ear
Her gentle face is void of fear—
And all things forward and abaft
Are fine and dandy in her sphere
When Mary Ann is singin aft.

Has Kelly gone astray again?
It don't bother Pa a bit.
But rather gives him now and then
Great pleasure to be told of it.
The chance that Mary wants to quit
Is such that Pa has often laughed
Until he had a choking fit
When Mary Ann is singin aft.

Has every little movement, then,
A meaning of its own, indeed?
Then Sister Sue and Brother Ben
Are glad to hear it so decreed.
The height to which the song iskeyed
May drive another circle daft.
But we're all too glad to give it heed
When Mary Ann is singin aft.

When Mary Ann is singin aft
A seraph choir appears to throng
The happy house, while breezes waft
The wondrous rhapsody along.
It seems the family, with strong,
Uplifted voice sometimes would
Have

To rise and join her in a song
When Mary Ann is singin aft.
—Clark McAdams in St. Louis Post-
Dispatch.

The Phoenix National Bank

OF
Phoenix, ArizonaCapital, Surplus and Profits\$ 285,000.00
Deposits\$1,500,000.00

E. B. GAGE, President.

H. J. McCLUNG, Vice President.

R. B. BURMISTER, Cashier.

H. M. GALLIVER, Asst. Cashier.

DIRECTORS:

E. B. Gage

F. M. Murphy

M. C. McDougall

W. F. Staunton

George N. Gage

L. H. Chalmers

T. E. Pollock

W. A. Drake

H. J. McClung

The Higley Horse & Mule Co.

Have on hand at all times first-class work stock for
your careful inspection. We also handle driving
and saddle horses, but we are making a specialty of
first-class mule teams. Sale yards are located on
Jefferson street, just south of the county court
house.
PHOENIX, ARIZONA.

Tennis Tournament

SPECIAL CHRISTMAS DINNER
Castle Hot Springs.

\$2.35 The ROUND Trip to
Hot Springs Junction.
Auto Fare \$3.00 ROUND
TRIP

Tickets on sale December 23, 24, 25, 26, 30, 31st,
January 1st and 2nd. Limit, January 3rd.

For Light, Heat and
Power

Good Service and Prompt Attention

Pacific Gas and Electric Company

130 and 132 West Washington Street.
Telephone Main 240.

THE BEST COMMERCIAL PRINTING COSTS
NO MORE THAN THE POORER WORK. NEXT
TIME TRY

Phoenix
Printing
Company

36 S. CENTER.

PHONE MAIN 31.

NAVAJO BLANKETS

We have just returned from an extended trip through the Navajo
Indian Reservation and PERSONALLY selected a line of fine Navajo
Blankets, Saddle Blankets and Pillow Tops. If you wish the genuine
article and a beautiful stock to select from, they are to be had at

OASIS VILLA, SCOTTSDALE, ON THE DESERT